



Visit Concord Marketing Message

March 26, 2020

Leisure and Resident Market

Visit Concord continues to serve the community and connect with and inspire future visitors during Shelter in Place through the following initiatives:

1. **Community First:** In partnership with the City of Concord and the Concord Chamber of Commerce, the Visit Concord website homepage offers a variety of resources and programs for those in need including lists of restaurants offering takeout, senior services including grocery store hours and meal delivery, childcare options for front-liners, up-to-date local, state and national health advisories and more.
2. **Inspirational Content:** Shelter in Place orders like Concord's are being implemented across the country. As it continues to become more commonplace, Visit Concord will shift focus to the next stage of our messaging plan and sharing inspirational content. Potential visitors can experience the sights, sounds, and tastes of Concord through a wide variety of vibrant and engaging content that will inspire them to make the trip.
3. **Travel Marketing:** When the threat of coronavirus has lifted and travel once again encouraged, we will proactively shift into the recovery phase of our messaging with content that focuses heavily on our key marketing pillars: Concord's outdoor wonderland, friendly community, unbeatable live music and local food scene, upcoming art and culture events, convenient Bay Area location and its new East Bay Visitor Center.
4. **Meeting Planner Messaging:** Visit Concord wants meeting planners to know that our outreach and sales teams remain available to help and share information. Please feel free to contact us at any time.

Be sure to visit visitconcordca.com for the latest local information or follow us on social media.